



2009 City of Cottonwood Council Retreat

STRATEGIC INITIATIVES

Strategic Initiative #1: Growth should support the cost of new city services

Goals:

- Contract for a cost of growth study. Ensure it includes the cost and benefits of growth, issues of sustainability, impact fees, funding options such as sales/property taxes, etc. – 1/11

Strategic Initiative #2 – Ensure our employees are trained and competitively compensated to ensure a qualified workforce to provide quality services

Goals:

- Complete a compensation study to develop strategies for market competitiveness (include benefit comparison) - 1/11
- Conduct a staffing needs assessment – 6/10

Strategic Initiative #3 – Build and retain a strong diversified economy

Goals:

- Coordinate to develop recognition as an entrepreneurial community, i.e. development of enterprise zone and broadband access – 6/10
- Create a citizen survey to determine shops and services needed for Cottonwood - 3/10
- Update Portal/Entry signage into Cottonwood – 6/10
- Promote Neighborhood Clean-Ups – 6/10
- Develop a plan for the historic preservation of buildings in Cottonwood – 8/10
- Implement an instrument approach designation for the airport – 6/10
- Contract with a new fixed based operator (FBO) for the airport – 3/10
- Complete the first year objectives in the Focus on Success program – 6/10
- Actively encourage participation in the 2010 census – 4/10
- Review airport land leases to ensure performance requirements are met – 3/10

Strategic Initiative #4 – Develop water adequacy for our citizens for today and into the future

Goals:

- Update the gray water ordinance – 3/10
- Develop an ordinance regarding water reuse and dual plumbing – 4/10
- Create incentives to citizens for removal of high water usage landscaping, installation flow water usage urinals, etc. – 9/10
- Replace high-water usage items within City facilities - 06/11
- Complete purchase of Spring Creek and Quail Canyon wells – 3/10
- Refinance water bonds and separate financing with Clarkdale – 6/10

Strategic Initiative #5 – Develop initiatives that protect the environment of the Verde Valley for future generations

Goals:

- Create development incentives to encourage “green” building and LEED certification – 6/10
- Pursue the annexation of the 10 sections of state trust land north of the city with the goal of preserving as much open space as allowable – 6/10
- Encourage residential and commercial infill and create a map of available areas – 6/10
- Create Riverfront Reclamation Facility – 06/11
- Create Storm Water Signage for storm water drains – 06/10
- Develop a slopes and wash ordinance – 7/10

Strategic Initiative #6 - Quantify our street standards and improvement plans including funding options

Goals:

- Complete design and construction of 12th St from Hwy 89A to Fir Street – 01/11
- Complete design and construction of 12th St from Birch to Mingus Ave – 12/09
- Complete construction of Mingus Ave west of Willard – 9/10
- Complete an analysis of the need and costs of all street improvements along with funding options – 3/10
- Complete remodel of Mingus Avenue between 10th St and Willard to include complete sidewalks and bike lanes – 1/13

Strategic Initiative #7 – Determine options involving collection and disposal of recyclables and trash.

Goals:

- Develop a curbside recycling proposal. – 6/10
- Develop “zones” for trash pick-up to reduce damage to streets and reduce costs to providers – 6/10

- Develop a plan to safely dispose of hazardous waste such as batteries, paint, chemicals, etc. – 6/10
- Continue research alternatives for the creation of electricity through garbage, assessing new technology as it develops – 1/11

Strategic Initiative #8 – Determine the need to have a lobbyist for the City of Cottonwood

Goals:

- Research lobbyist models – 6/10
- Schedule meeting with regional organizations, and invite legislators to educate them on City and Regional concerns – 12/09

Strategic Initiative #9 – Support recreation, neighborhood health, and quality of life initiatives.

Goals:

- Complete Parks and Recreation Center – 4/10
- Complete additional upgrades to the parking area and sidewalks at Riverfront Park - 2/10
- Slag Pile Removal Initiated – 1/10
- Complete renovations to existing pool facility to include two additional swim lanes and deepening of the starting blocks pool area – 6/10
- Determine special planning areas – 1/10
- Complete remodel of the Aspen Shadow wall to improve safety and flood protection – 6/10
- Organize a 50 year anniversary celebration for the city – 9/10

Strategic Initiative #10 – Determine long and short term solutions for limited space in city facilities.

Goals:

- Develop design and construct a regional public safety communications center – 6/11
- Design and construct a 2nd fire station – 6/11
- Locate and design a new city hall facility – 6/11
- Design and Construct Evidence Building – 3/10
- Design and relocate Court to new building – 3/10

Strategic Initiative #11 – Improve the City Web Site

Goals:

- Include all City Council agenda back-up material on website to better educate our citizens – 3/10
- Include information for each city commission or board on the website to include the role of the board or commission, the qualifications to serve and the meeting minutes – 3/10
- Pursue bill-pay on-line to make City business easier for citizens – 2/10

- Create Cottonwood Airport website – 6/10
- Create video streaming abilities for COC website to enable viewing of Council Meetings etc. – 6/10

Strategic Initiative #12 – Support alternate modes of transportation

Goals:

- Assimilate Cottonwood Area Transit (CAT) into Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA) to create regional transit system – 6/10

Strategic Initiative #13 – Continue to revitalize Old Town

Goals:

- Continue to expand street scape to other areas of Old Town – 6/11
- Relocate Gardner's recycling to a more compatible location – 4/10
- Create RFP to bring wine tasting room to the Old Town Jail – 1/10
- Explore options to improve Sun Dial Motel – 9/10

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